

GMR MARKETING

MEMORANDUM

TO: Maria Cohen
FROM: Pam Sturchio
DATE: February 1, 1995
RE: Conference Call Re-Cap

cc: Claire Person
Caroline Petty
~~Shelby Rafferty~~
Jose de Castro

After our conference call this morning, the following are my recommendations for Week 3.

- There will not be a promotion on Sunday in Hunter. Instead, we will do an additional promotion on Saturday. Club and time will be confirmed Thursday.
- Per my discussions with Caroline and with the club managers in Killington, I am keeping the schedule as is. I would like to test one more Sunday and compare response to the first week that we did the promotion at the Wobbly Barn.
- MC's - Killington
I would like to keep an MC for the Friday promotion at the Wobbly Barn and for the Saturday night promotion at the Pickle Barrel. I want to compare the events with the MC and without the MC. We have complete control of what the MC says if they are hired by GMR. We have had some instances when the band makes comments that we do not have control of.
- MC's - Stowe
I would like to keep an MC on for Saturday night at the Barn & Grille. Once again, I would like to use it as a comparison, and also to control the evening. I have never dealt with the band that will be there and I don't want to take any chances. I am confident in the professionalism of the DJ at Matter Horn, BKB's and the live entertainment at Mad Mountain Tavern.
- Survey Forms
For Week 3 we are going to test the consumer filling out the survey form. The samplers will be instructed to check over the survey forms after the consumer has completed the form, at that time if the form is inaccurate the sampler will re-fill out the survey form.
- The video crew is scheduled to be in market for President's Day Weekend - February 17 - February 19, 1995.
- The samplers will be incented for the accuracy of their survey forms. We will use a sliding scale, so the samplers in Stowe will have a chance.

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January 1, 1995
Page Two

- The water clocks were sent to the DC and VA address as instructed by Shelby.
- Pennants to be delivered to GMR Warehouse on Monday, February 7, 1995.
- The next conference call will be Wednesday, February 8, 1995 at 9:15, speak to you then.

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